Improving Health Outcomes
Moving Patients Along the HIV Care Continuum

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Target Audience: RWHAP and Other HIV Service Providers

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Culturally Appropriate Interventions of Outreach, Access, and Retention Among Latino(a) Populations
Viviendo Valiente Program

Prism Health North Texas
April 18, 2019

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Disclaimer

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Presentation Outline

- The Prism Health North Texas (PHNTX) Viviendo Valiente Program
- The multi-level interventions and strategies that comprise the program
- Role of formative, process and outcome evaluation
- Key considerations for organizations looking to implement and sustain a program such as Viviendo Valiente
Overview
Prism Health North Texas

Serves 12 North Texas counties with goals to:

- Prevent HIV
- Test those at high risk for HIV/STIs
- Engage and retain PLWH in medical care
- Help PLWH achieve viral suppression and optimal health

Services provided at several sites in Dallas, TX:

- 2 health centers – primary HIV medical care and integrated behavioral health care with co-located pharmacy at one site
- Mobile and onsite – case management, psychosocial support services, testing and risk reduction counseling
- HIV Empowerment Center – all PLWH in the community
Overview
Viviendo Valiente Program

Goal
To link persons of Mexican origin and living with HIV to HIV care expeditiously by reducing barriers to services

Objectives
To increase HIV testing, engagement and retention in HIV treatment

- Developed in Dallas, TX
- Implemented as a unified, multi-level intervention
- Designed to identify people of Mexican origin, 18+ years of age, living with HIV, to link them to HIV medical care
- Tailored to address the priority population’s concerns and needs related to HIV
PHNTX Mission:

- Inclusive
- Focused on addressing needs of diverse populations
- Committed to providing culturally and linguistically appropriate services at all levels of care
- Flexibility to tailor programming and services to address emerging needs of the community

Staff Expertise:

- Skilled in engaging priority population in care and treatment
- Able to provide culturally appropriate and relevant care
- Viewed as credible and trustworthy by priority population
- Able to engage stakeholders and community members
Ideally, organizations best positioned to implement this type of program will have the ability to:

- Budget for tangible reinforcements to support engagement and retention in care to:
  - Support flexibility with work hours of program staff members,
  - Create and sustain active advisory boards,
  - Provide follow-up medical care or work in partnership with a facility that renders service, and
  - Conduct formative and process evaluation.
Implementation of Viviendo Valiente

Multi-level intervention for people of Mexican origin

- Individual - Provide ongoing support for PLWH to address linkage and retention in care, treatment adherence, and other concerns
- Group - Educate community about HIV and how to engage in health care through a four session health education course
- Community - Provide messaging and information through engaging activities to encourage testing for HIV/STIs (tagline, 5 minute brief community education session)

Interventions unified by a 3 point strategy

- Inform yourself, Talk about it, Take action
Implementation of Viviendo Valiente (con’t)

Theoretical frameworks, models used to guide strategies:
- Anti-Retroviral Therapy and Access to Services (ARTAS)
- Motivational Interviewing
- Transnational and Cultural Assessment tool
  - To identify key transnational factors affecting engagement and retention in HIV medical care

Activities were tailored for the priority community to:
- Increase knowledge of HIV
- Increase perception of risk for HIV
- Decrease stigma related to HIV
Program Strategies at a Glance

VIVIENDO VALIENTE
If you have HIV/AIDS, you are not alone. We are here to help.

Immigration status and ability to pay should not stand in the way of your getting medical care and other services.

All services are confidential.

Please call us!
VIVIENDO VALIENTE
351 W Jefferson Blvd, Suite 300
Dallas, TX 75208
(214) 623-6820

Sin Vergüenza

SCRIPT II – Two men at a club
[Music plays in background]

Man #1 / Señor 1:
I live courageously for the health and well-being of my family.
Yo vivo valientemente por la salud y el bienestar de mi familia.

Man #2 / Señor 2:
I'm not worried. I don't have any family here and my wife is in Mexico. Cheers, compadre! [SOUND: clinking of glass]
A mí no me preocupa. Yo no tengo familia aquí, mi pareja está en México. ¡Salud, compadre!
Outcomes

Individual Intervention

Successful at individual level:
- 104 enrolled in study
- 123 total served
- 97% client satisfaction

Challenge and solution:
- Initially designed as a highly-focused, time limited intervention provided by community health workers (promotores de salud)
- Promotores assumed expanded role to ensure engagement and retention in care
Outcomes

Group Intervention

Successes at group level:

- Number of sessions and attendees to date
  1. 19 total, 234 attendees
  2. 18 total, 235 attendees
  3. 18 total, 258 attendees
  4. 18 total, 229 attendees

- Course was approved for 14 CE units for community health workers (CHW) and CHW Instructors

Challenge and solution:

- Reaching more networks to conduct intervention
- Engaged partners to increase dissemination
Outcomes
Community Intervention

Community linkage and education efforts included...

● 9,833 reached, 3,729 engaged, 2,989 educated
● 607 tested (570 Latino)
● 1,234 English and 2,775 Spanish reminder cards to ‘get tested’
● An increase in Latinos that tested in partnership with Viviendo Valiente efforts

Challenge and solution

● Making testing available as part of the 3 step strategy – Take Action!
● Partnering with testing teams as often as possible in our community

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<th>PHNTX Testing Numbers</th>
<th>Year</th>
<th>Total Latino</th>
<th>MSM Latino</th>
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<td>Pre-V.V. partnership</td>
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<td>376</td>
<td>144</td>
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<td>2014</td>
<td>444</td>
<td>194</td>
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<tr>
<td>During V.V. partnership</td>
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<td>220</td>
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<tr>
<td></td>
<td>2016</td>
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<tr>
<td></td>
<td>2017</td>
<td>721</td>
<td>397</td>
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</table>
PHNTX Mission: Advancing the health of North Texas through education, research, prevention, and personalized integrated HIV care

From conception:

- Prioritize the development of enhanced strategies that fit within the agency’s mission and practices
- Consider which key elements should be incorporated into the standard of care
- Engage internal and external stakeholders to sustain essential elements
- Refine processes and elements that will be sustained
  - direct phone line for monolingual Spanish speakers; incentives: snacks, bus/rail passes; educational scripts
  - assessment strategies such as how questions are posed about language preference, developing a visual assessment tool
Lessons Learned & Recommendations

- Form strategic partnerships at conception and throughout
- Personalize and nurture partnerships
- Develop cohesive and consistent messaging that aligns with what you learn from your priority population
- Form and maintain Community Advisory Board (CAB) to provide insights and strategies to engage the community
- Maintain responsiveness and flexibility
  - Listen to and address concerns shared by members of the priority community
  - Respond to staff concerns regarding the best ways to respond to client needs
  - Maintain flexibility with regard to program implementation
Resources

- Viviendo Valiente Monograph
- Viviendo Valiente Intervention Manual
- Viviendo Valiente Health Education Course
- Prism Health North Texas Website
  www.prismhealthntx.org
- Contact Martha A Guerrero for information:
  martha.guerrero@phntx.org or (214) 521-5191